MICA
THE SCHOOL OF IDEAS

powered by upGrad

AI-Integrated Learning

Advanced Certificate in

AI-Powered Digital Marketing & Communication

4 - 11.5 Months | Online

2 Tracks ✦ 5 Specialisations ✦ Offline Campus & Industry Immersions

Join India's Prestigious **Digital Marketing Programme**

The Future of Marketing Careers- Backed by MICA, Delivered with upGrad.

ONE
Powerful Programme

9+ YEARS
of Excellence

20,000+
Learners

90+
Batches

3500+
Success stories

About MICA

Established in 1991, MICA is dedicated to creating leadership in Strategic Marketing and Communication. MICA, an autonomous, non-profit institution, offers a wide range of academic programmes including residential and online programmes. MICA's spirit lies in its grasping of contemporary trends and sensibilities, addressing the needs of an ever-changing environment.

The MICA brand assures effective delivery of Strategic Marketing and Communication solutions to the industry, government, and community.

Today, it is the alma mater of professionals serving in leadership positions in some of the best-known companies in India and the world in marketing, brand management, research & analytics, advertising, media, digital, and other related businesses.

Earn Prestigious Credentials Upon Completion

A Few of Our Learner Success Stories

Arunima
Account Executive
THE crayons NETWORK

Mayank Adhiraj
SEO Executive
PUBLICIS MEDIA

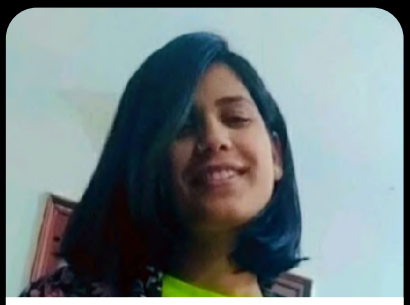
Pratiksha Uniyal
Digital Planning and Reporting Executive
groupm

Purva Nirvikar
Senior Officer - Content & Quality Audit
Myntra

Wenit Melba
DM Executive
TATA DIGITAL

Sushanta Mukherjee
Sr. Brand Associate
MUSCLEBLAZE MB

Ranjan Sahu
Consultant
Varahe Analytics



Chhama Rai
SEO Manager
VERACITY RESOURCING AND SERVICES

Sheetal Soans
Jr. Digital Analyst
Webisdom Digital transformation 3.0

Who is this Programme For?

This programme is meticulously designed for ambitious professionals who want to stay ahead in today's fast-evolving digital landscape. Whether you're aiming to transform your career, sharpen your marketing edge or lead digital innovation in your organization — this programme equips you with the skills, tools, and strategic vision to thrive.

Marketing & Sales Professionals

Traditional marketers, brand executives, and sales professionals who want to upgrade their skillset with cutting-edge digital tools

Entrepreneurs & Business Owners

Startup founders, solopreneurs, and business owners looking to grow their brand's digital presence and drive conversions

Career Switchers & Freshers

Professionals from non-marketing backgrounds aiming to pivot into digital marketing roles or freshers looking to kickstart their careers in DM

About the Programme

The Advanced Certificate in AI-Powered Digital Marketing & Communication is a one-of-its-kind programme that focuses on combining the pedigree of one of the best marketing institutes with insights from the industry for hands-on learning and career growth.

2 Tracks and 5 Specialisations

(Customised learning options for personalised learning)

4 - 11.5 Months

(4 months for the core programme and additional 6 weeks for each specialisation)

Multiple Certifications on Successful Completion

(Earn a certificate from MICA & upGrad, Social Panga and CleverTap)

15+ Faculty & Industry Mentors

(Learn from renowned MICA faculty and industry experts from Google, Apple, IMDb, JioHotstar, and more)

6+ Hands-On Projects

Work on projects that simulate real-life work; run upGrad-funded campaigns on Meta & Google

Learn from the very Best

Prof. Siddharth Deshmukh
Programme Director &
International Adjunct Faculty,
MICA

Expertise in:
Marketing Strategy, Digital Marketing, Start-up Consulting, Content Strategy (Creation & Curation), Coaching & Mentoring

Prof. Anita Basalingappa
Professor of Marketing &
Lead - Online Programmes,
MICA

Expertise in:
Marketing Theory, Brand Marketing, Marketing Metrics, Martech and CRM

Prof. Chandradeep (CD) Mitra
Adjunct Faculty,
MICA

Expertise in:
Marketing, Branding, Communications & Media, Consumer Behaviour, Entrepreneurship, Sports Marketing

Prof. Falguni Vasavada-Oza
Professor of Marketing,
MICA

Expertise in:
Social Media & Content Marketing, Influencer Marketing, Creative Communications, Advertising, Integrated Marketing Communications

Prof. Sukaran Thakur
Adjunct Faculty,
MICA

Expertise in:
Brand Marketing, Marketing Technology & Generative AI, Integrated Marketing Communications, Consumer Insights

Prof. Swapnil S Kumar
Adjunct Faculty,
MICA

Expertise in:
Brand Growth, FMCG Branding, Consumer Insight Mining, GTM Strategy, P&L Management, CRM & PR

Apoorv Sharma
Ex-Sr. Marketing &
Communications Manager,
Apple

Expertise in:
Marketing Leadership, Brand Marketing, Digital Marketing, Marketing Communications, Integrated Marketing Strategy

Prashanth Balasubramanian
Head of Strategy & Operations,
Facebook Partnerships India

Expertise in:
Go-to-Market Strategy, Social Media Marketing, Business Strategy, Management Consulting

Siddharth Kapur
Brand &
GTM Strategist

Expertise in:
Brand Building & Management, Go-to-Market Strategy, Digital Transformation, Consumer Insights

Joydip Ghosh
Senior Director Digital
Marketing

Expertise in:
Social Media Marketing, Marketing Analytics, Search and Paid Ads, Business Development, Performance Marketing

Richa Parekh
Senior Director of Marketing,
JioHotstar

Expertise in:
Content Marketing, Digital Transformation Strategy, Social Media Marketing, Generative AI, SEO and Web Design

Sakhee Dheer
Head of Marketing, Asia-Pacific
Consumer Apps & AI

Expertise in:
Social Media Marketing, Brand Positioning, Product Marketing, Go-to-Market Campaign Strategy, Campaign Management, Marketing Transformation

Armaan Raj Dua
Ex-Social Media & Video Lead,
IMDb

Expertise in:
Content Marketing, Social Media Marketing, Influencer Marketing, Brand Building, Community Management

Nishit B Vora
Head of Marketing (INS),
JioStar

Expertise in:
Integrated Marketing, Go-to-market Strategy, Digital Thinking, Consumer Understanding, Building Content Ecosystems

Kaushik Sen Deka
Digital Marketing Lead,
Google

Expertise in:
Google Ads, YouTube Marketing, Conversion Rate Optimization, Strategic Communications, Consumer Behaviour

Note: This programme has both recorded and live learning components. Some of the faculty feature in the recorded content, while others may take live sessions in the programme. Please note that this list is not exhaustive and is also subject to change.

Learn by Doing
Your Personalised, Project Journey

This programme offers two tracks: Beginner and Advanced. You can choose to embark on your programme journey with the track that suits your learning and upskilling needs.

As part of the different tracks, you will work on different projects in the prorgamme:

Beginner Track
Advanced Track
Build a Digital-Ready Brand (& its AI website)
Create a Social Media Calendar
Plan for Social Media Growth
Write a Blog using AI
Design an SEO Roadmap
Set up a Drip Email Campaign
Work on Zivame's Retention Case Study
Run a Google Ads Campaign
Break Down Performance Marketing ROI
Drive Traffic with Google Ads
Build an AI Agent for Marketing
Analyse Web Data on GA4
Work on RentoMojo's Analytics Case Study

Programme Curriculum

Course 1: Foundations of Digital Marketing

- **Module 1: Fundamentals of Marketing and the Consumer**
  Analyse the evolving marketing funnel and the behaviour of digital consumers to design targeted marketing approaches.
  Develop AI-assisted buyer personas to inform targeted digital marketing approaches.

- **Module 2: Digital Marketing Channels and Metrics**
  Evaluate the role of different digital marketing channels in achieving specific business objectives and interpret key metrics to measure performance.

- **Module 3: Building a Digital Presence (with AI)**
  Develop a basic digital presence plan by applying branding, visibility, and platform-readiness principles across key touchpoints. Construct a basic brand website using AI-assisted tools.

Tools

Course 2: Organic and Mid-Funnel Marketing

- **Module 4: Social Media for Growth**
  Plan and execute a platform-specific organic strategy leveraging content trends, influencer outreach, and AI-assisted content design.

- **Module 5: SEO Strategy & Optimization**
  Design and optimize a scalable SEO strategy using advanced techniques including AEO, schema, and AI-powered content workflows. Also learn how AI-powered search engines are affecting SEO practices.

- **Module 6: Retention Marketing (Email & Mobile Marketing)**
  Develop an automated email marketing flow to engage and convert a segmented audience. Develop a mobile-first marketing strategy using WhatsApp, app campaigns, and localised targeting tools to engage and convert users on mobile platforms.

Tools

Course 3: Paid Marketing Essentials*

- **Module 7: Running Meta Ads**
  Design and launch Meta ad campaigns using targeting strategies to drive engagement, boost conversions, and maximise ROI across Facebook and Instagram.

- **Module 8: Running Google Ads**
  Set up and optimize Google Search ad campaigns by conducting keyword research, writing compelling ad copy, and analysing performance data. Learn about conversion rate optimisation.

- **Module 9: Marketing Automation & Agentic AI***
  Build automated marketing workflows using CRM tools and AI-powered triggers to streamline messaging and increase operational efficiency.

- **Module 10: Programmatic and Affiliate Advertising**
  Plan and evaluate programmatic and affiliate campaigns by selecting appropriate platforms, partners, and performance models.

Tools

Course 4: Marketing Analytics and Strategy**

- **Module 11: Web and App Analytics**
  Analyse user behaviour across web and app platforms using advanced GA4, Firebase, and CleverTap features to derive insights for business growth.

- **Module 12: Media Planning and IMC Planning****
  Design an integrated media plan that aligns with broader IMC objectives, target audience, budget constraints, and KPIs, while demonstrating an understanding of channel synergy, media metrics, and evolving digital landscapes.

- **Module 13: Scaling Businesses with Marketing***
  Evaluate marketing campaigns based on ROI, attribution, and revenue contribution to drive strategic decisions in media planning and budget allocation.

Note: The overall content in the two tracks (Beginner and Advanced) differs by ~30% only. We advise learners to choose the track based on their existing knowledge of digital marketing, so that their projects are more relevant to them. All learners, despite the track they choose, will still get access to the other track's content.

** The modules, "Marketing Automation & Agentic AI" and "Scaling Businesses with Marketing," are mandatory for Advanced track learners. However, Beginner track learners will still get access to this content to consume in their own time.*

*** The module, "Media Planning & IMC Planning," is mandatory for Beginner track learners. However, Advanced track learners will still get access to this content to consume in their own time.*

Learn from Real-World Case Studies

01

The Whole Truth:
Examine the consumer persona of The Whole Truth Foods and how it positions itself in the market.

Swiggy:
Identify use cases, craft creative messages, and select channel mixes for Swiggy's target groups.

02

03

Salesforce:
Learn how Salesforce built digital campaigns to generate leads and boost CRM sales.

Zivame:
Segment Zivame's existing audience and measure which segments drive the best conversions.

04

05

RentoMojo:
Analyse RentoMojo's marketing funnel and pick the best audiences & partners for acquisition and retargeting.

Disclaimer: The case studies are tentative and may be updated to reflect the evolving needs of the industry.

Become a Specialist Marketer

Choose 1-5 specialisations as part of your programme

Specialisation 1

Specialisation 1: Performance Marketing

Become job-ready in paid acquisition, optimisation, and scaling

- Design full-funnel paid strategies across Search, Social, Display and Video aligned to business goals and user intent.
- Optimise and scale campaigns using structured testing across creatives, audiences, budgets, and landing pages to improve ROAS/CAC.
- Apply CRO fundamentals to improve conversion rates through landing page best practices, funnel analysis, and performance-led experimentation.

Specialisation 2

Specialisation 2: Digital Brand Strategy

Build a modern D2C brand that stays consistent across every channel

- Craft digital brand positioning and narrative for D2C brands using consumer insights, category mapping and competitive cues.
- Translate brand strategy into campaigns with clear messaging, creative direction, and new-age channel integration.
- Measure brand impact digitally using awareness, consideration and engagement signals.

Specialisation 3

Specialisation 3: E-commerce Management and Marketing

Learn how D2C brands grow on e-commerce
(own channels and marketplaces)

- Build an e-commerce growth playbook covering acquisition, conversion optimisation, retention and repeat purchase.
- Improve online sales performance by applying CRO principles to product pages, landing pages and funnel flows.
- Use e-commerce metrics to drive decisions across pricing, promotions, performance campaigns and merchandising.

Specialisation 4

Specialisation 4: Social Media, Content and SEO

Specialise in paid social, content strategy, and next-gen search visibility

- Plan and execute paid social campaigns on LinkedIn and X using objective-led targeting, creatives, and funnel strategy.
- Build a content system that connects content to outcomes (leads, sign-ups, pipeline) across organic + paid distribution.
- Apply GEO (Generative Engine Optimisation) principles to make content discoverable in AI-led search.

Specialisation 5

Specialisation 5: Marketing Analytics and CRM

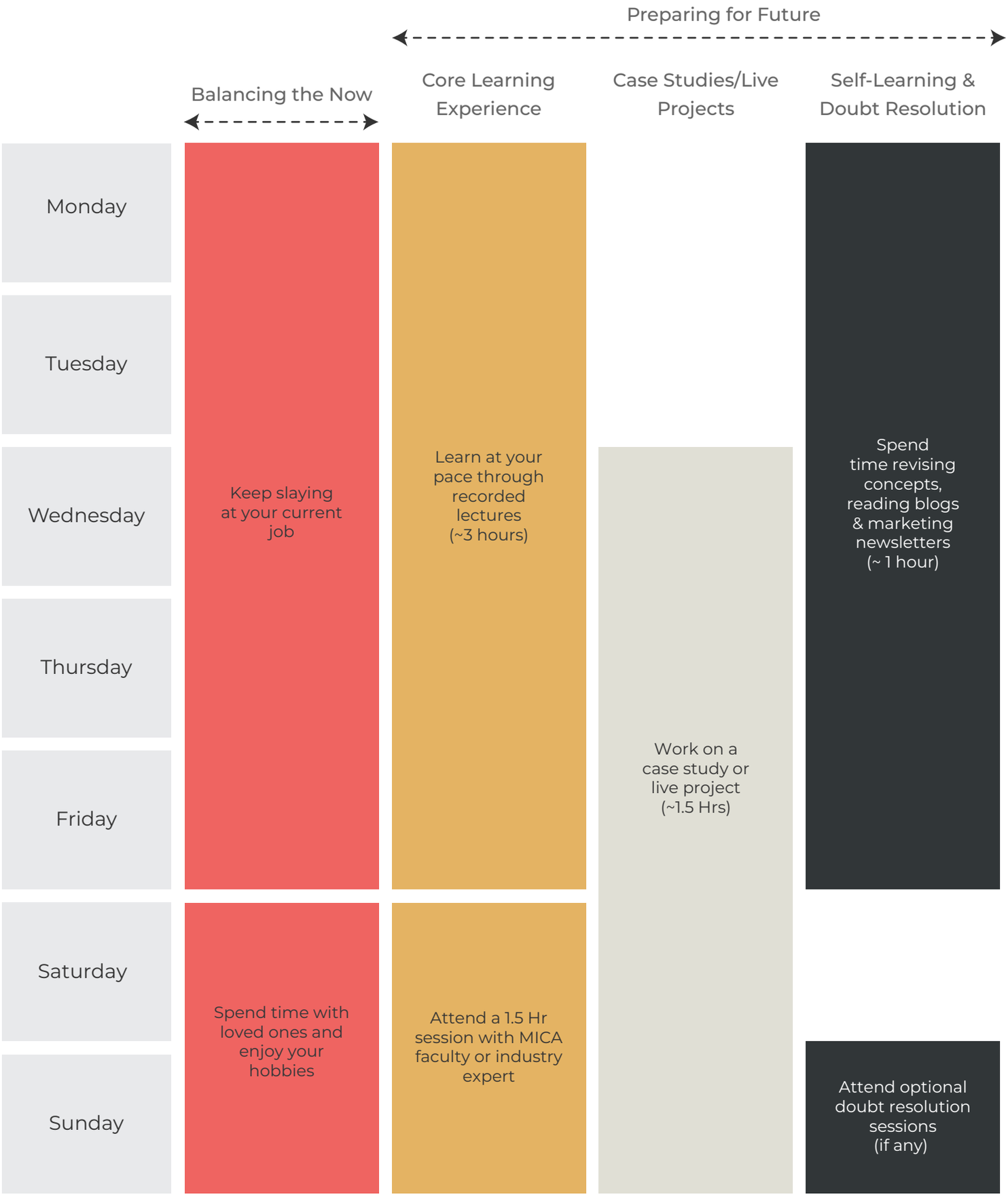
Turn marketing data into insights, dashboards, and retention growth

- Analyse multi-channel marketing performance and identify what's driving growth vs what's wasting budget.
- Build decision-ready dashboards and reports that connect channel activity to leads, revenue and outcomes.
- Apply CRM and lifecycle marketing fundamentals including segmentation, journeys, retention and reactivation measurement.

Disclaimer: The list of topics is not exhaustive and may be updated to reflect the evolving needs of the industry.

A Week in the Programme Journey

While you can choose to go about the programme as per your own time commitments and learning preferences, here is how a typical programme week may go for you.


Preparing for Future
Balancing the Now
Core Learning Experience
Case Studies/Live Projects
Self-Learning & Doubt Resolution
Monday
Tuesday
Wednesday
Thursday
Friday
Saturday
Sunday
Keep slaying at your current job
Learn at your pace through recorded lectures (~3 hours)
Work on a case study or live project (~1.5 Hrs)
Spend time revising concepts, reading blogs & marketing newsletters (~ 1 hour)
Spend time with loved ones and enjoy your hobbies
Attend a 1.5 Hr session with MICA faculty or industry expert
Attend optional doubt resolution sessions (if any)

Note: You will need to spend 8-10 hours/week on this course.
The schedule shown above is a representative schedule only.

Visit the MICA Campus in Ahmedabad

As a part of the programme, you will get an option to visit the beautiful MICA campus in Ahmedabad for 2 days. Note that this is an OPTIONAL and PAID immersion.

What will you do?

Attend marketing and branding workshops on campus

Interact with your programme faculty and batchmates

Participate in group activities to get the most out of the experience

How will it pan out?

- When the dates for the 2-days immersion are finalised, you will receive an email from upGrad
- You can choose to sign up for the immersion with a campus fee of 10,000 INR + taxes
- Note that accommodation and travel expenses will be borne by the students themselves
- A minimum of 20 and a maximum of 50 students will be involved per immersion (first-come-first serve)

Industry Immersion with Social Panga

Learn Through Experience

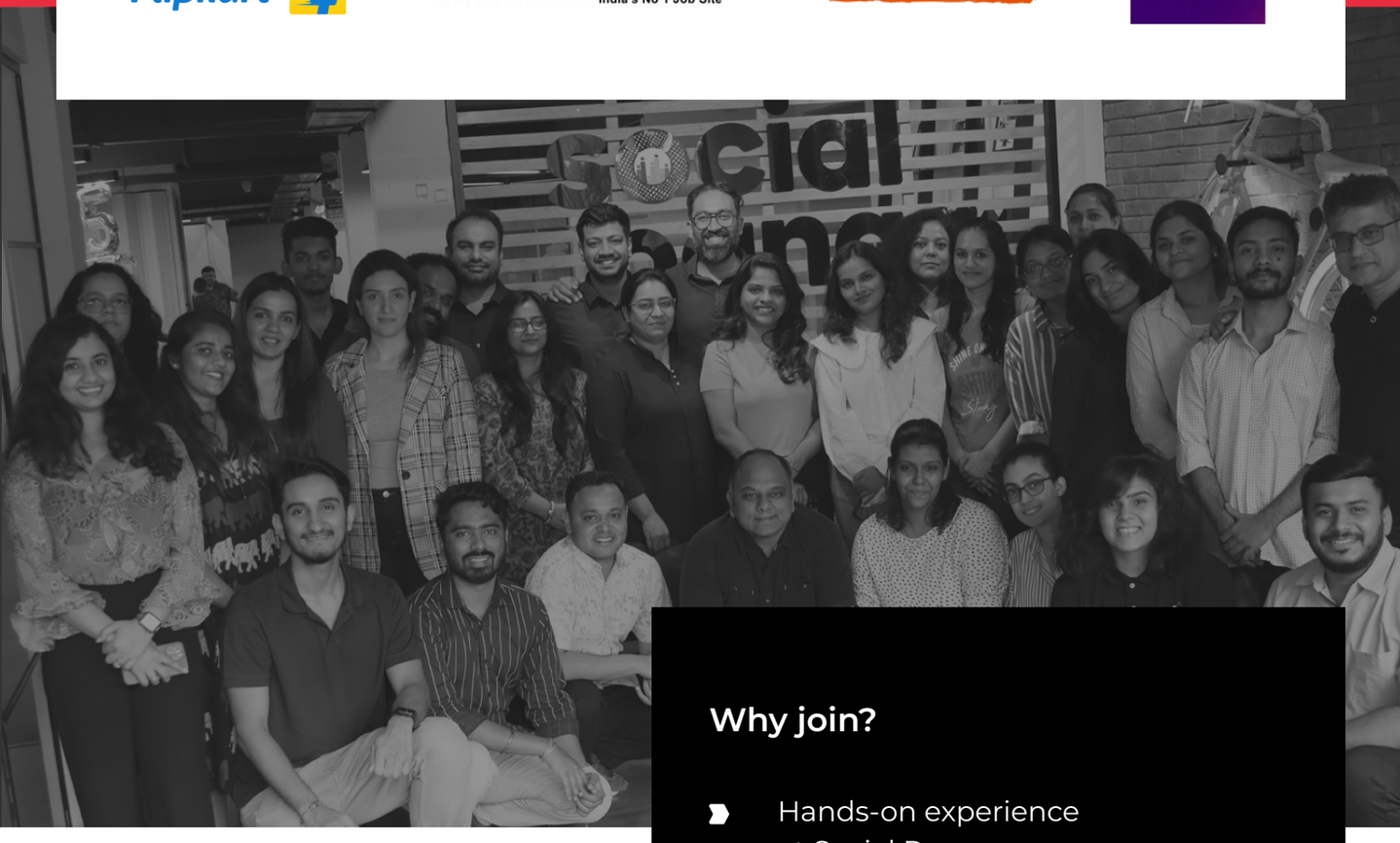
socialpanga.com

About Social Panga

Social Panga is an award-winning digital marketing agency with a team of 350+ experts across Bangalore, Mumbai, Delhi, and Dubai. They deliver creative and innovative solutions to help brands grow online.

Here is a sneak peek into the brands that Social Panga has worked with:

TRENDS GET THEM TALKING · CENTRO · FreshMenu · Maggi · Flipkart · naukri.com India's No 1 Job Site · WILDCRAFT · zepto



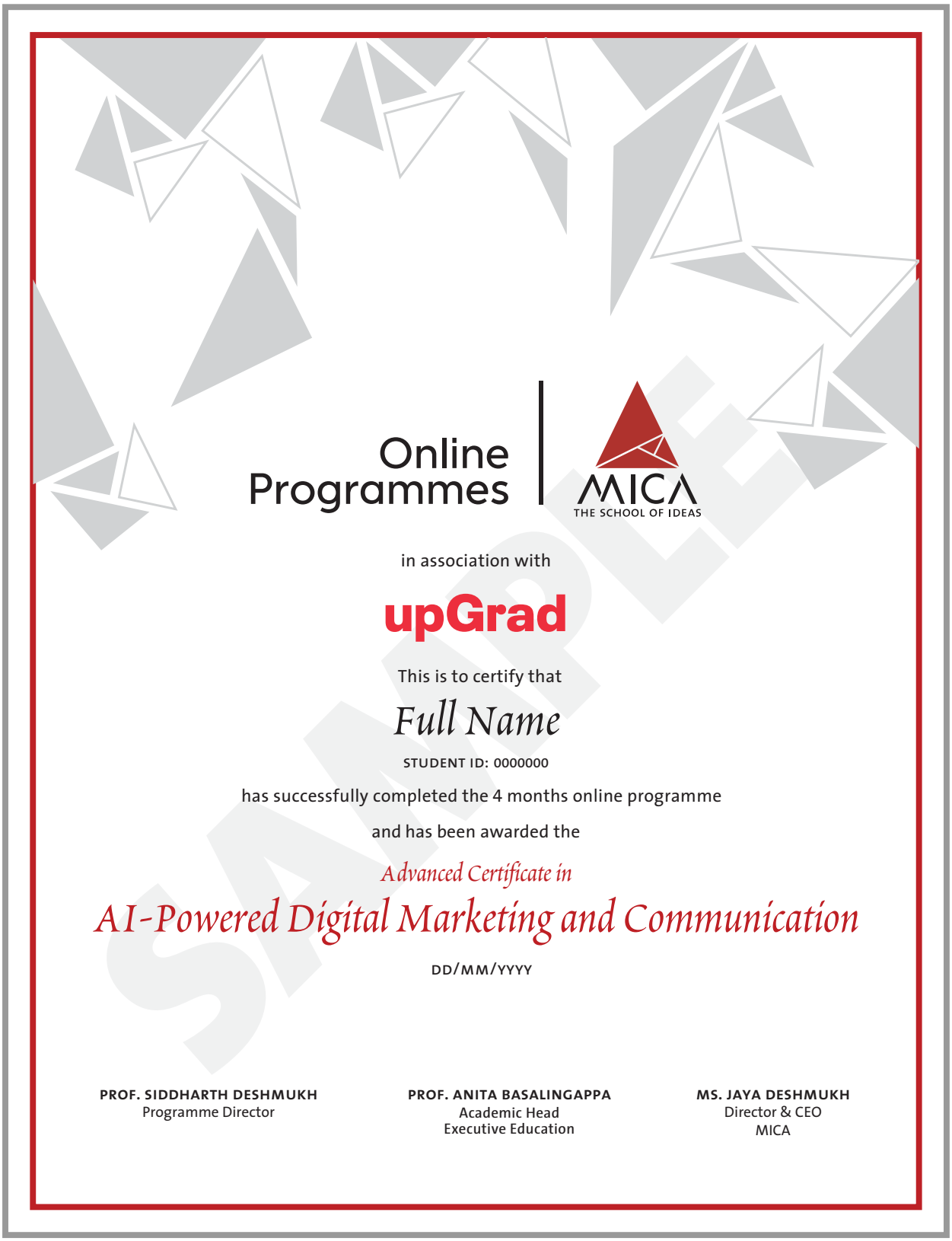
About the Immersion

Experience digital marketing like never before with the Digital Marketing Industry Immersion Programme (IIP). Dive into the world of top marketing agencies, tackle real-life challenges, and learn directly from industry experts.

Why join?

- Hands-on experience at Social Panga
- Engage with industry leaders
- Present your ideas to senior executives
- Gain insight into career paths and company cultures
- Earn a certificate from upGrad and Social Panga

Programme Completion Certificate



Disclaimer: This is a sample design and is subject to change at the discretion of the university/partner without prior notice.

Validate Your Learning With a Suite of Certifications

Industry Certificate from Social Panga

Certificate from CleverTap

CleverTap
Certificate of Completion
This is to certify that
has successfully completed modules on Marketing Analytics with CleverTap and has been awarded a certificate of completion on
Date ____/____/____
Signature
Signature
Signature

Note: Only for Marketing Analytics & CRM Specialisation

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We Don’t Just Upskill You, We Deliver Career Success

Resume Building

Soft Skills Development

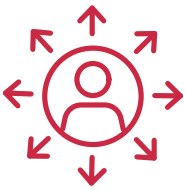
Aptitude Training

Soft Skills Modules

Flexible Learning Hours

Guided Menternships

Aptitude Modules



1:1 Coaching

Lifelong Learning

ABOUT upGrad

“upGrad is a leading global learning and workforce development company. We’re on a single-minded mission of powering career success for every member of the global workforce as their trusted lifelong learning partner. Established in 2015, we have over 10 million learners who have upskilled in a range of online and offline programmes from top universities in India and the world.”

GSV EDTECH 150
Top 150 Most Transformative Growth Companies

BRANDON HALL GOLD AWARDS
15+ Across 2 Years

PROMISING BRAND 2022
The Economic Times

EDUCATION COMPANY OF THE YEAR
VC Circle, 2022

Entrepreneur India
EDUCATION INNOVATION AWARDS 2020
Best Communication & Teaching Platform

Ronnie Screwvala
Co-founder & Executive Chairman

Eligibility Criteria

A bachelor's degree in any domain from a recognised university

STEP 1

Submit Your Application

STEP 2

Get Shortlisted

STEP 3

Receive Your Offer

STEP 4

Block Your Seat

Flexible payment options are available. Speak to our counsellors to know more.

Write to us:
admissions@upgrad.com

Visit us at:
www.upgrad.com

Call: 1800-210-2020

upGrad LET'S TALK